



2010 Website Media Pack

Join your mates

Australian & New Zealand Association
69A Boat Quay, Singapore 049857
Phone: 6438 4373 Fax: 6438 2158 Email: katie@anza.org.sg or donna@anza.org.sg

www.anza.org.sg



UBER POSITION
PREMIUM POSITION
NON-PREMIUM POSITION

ABOUT ANZA

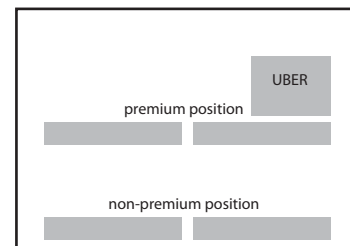
The Australian and New Zealand Association (ANZA) was founded in 1948. The Association provides networking, social, sporting and cultural opportunities for Australian, New Zealand and other expatriates in Singapore as well as Singaporeans. ANZA has a membership base in excess of 7000 expatriates from varied nationalities.

WHY CHOOSE THE ANZA WEBSITE?

- Online advertising is proving to be the most powerful and cost-effective tool to drive traffic to your website or company.
- The ANZA website enables your business to be advertised to the expatriate target audience – both our members and non members, 24 hours a day.
- The ANZA website forms a strong portfolio alongside the ANZA magazine and ANZA enews advertising.
- Online registration for membership and events means higher traffic and more exposure for our advertisers.

TECHNICAL SPECIFICATIONS

- **Uber ad size:** W305 x H250 pixels.
- **Banner ad size:** W468 x H60 pixels.
- **Resolution image:** 72 dpi.
- **Format:** JPEG, GIF and PNG.
- **File size:** Not more than 40kb.
- **Material deadline:** Three working days prior to uplift date.



RATES

- One month booking (30 day period).
- Material uplift 72 hours.
- Packages are subject to availability.
- Please note that all rates include GST.
- ANZA does not provide Advertising Agency commissions.
- To book please fill in the booking form from this pack and fax it to the ANZA office on 6735 9695.

COPY SUBMISSION

- Email katie@anza.org.sg or donna@anza.org.sg at the ANZA office.
- Alternatively, post or deliver a disc into office: 69A Boat Quay, Singapore 049857
- Office hours Monday to Friday 10am–3pm.



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2010 WEBSITE ADVERTISING PACKAGES

PLATINUM PACKAGE

Price: **\$800** per month (30 days).
\$40 per spot per month.

Details:

SPECIFICS	DETAILS
Quantity of spots	20
Homepage	Yes, no guarantee of position
Exclusivity	Yes on each page (not on site)
Placement	High traffic pages & premium positions
Number of Ads	Up to five creative executions

GOLD PACKAGE

Price: **\$600** per month (30 days).
\$60 per spot per month.

Details:

SPECIFICS	DETAILS
Quantity of spots	10
Homepage	Not guaranteed
Exclusivity	No guarantee of exclusivity on page or site
Placement	Medium to high traffic pages
Number of Ads	Up to two creative executions

SILVER PACKAGE

Price: **\$400** per month (30 days).
\$80 per spot per month.

Details:

SPECIFICS	DETAILS
Quantity of spots	5
Homepage	No homepage offered
Exclusivity	No guarantee of exclusivity on page or site
Placement	Run of site
Number of Ads	One creative execution allowed

INDIVIDUAL SPOT ADVERTISING RATES PER MONTH

- Uber \$600
- Homepage premium position \$300
- Homepage non-premium position \$200
- One spot, run of site \$100

Weekly ads are available, please contact Katie or Donna at ANZA for the rates.

Please note; annual bookings are available for individual spot advertising however creative must change bi-monthly.



2010 Booking Form

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OFFICE USE ONLY

Date booking received: _____

Invoice # _____

Amount: _____ Date: _____

ANZA: _____

2010 WEBSITE ADVERTISING BOOKING FORM

Trading name: _____

Billing name: _____

Billing address: _____

_____ Postcode _____

Contact name: _____

Title: _____

Phone: _____ Fax: _____ Handphone: _____

Email: _____

PACKAGE:

Platinum

Gold

Silver

(please tick one)

SPOT BOOKING: _____

PRICE: _____

Uplift date _____ for _____ months.

PAYMENT TERMS

- On receipt of the invoice please send in a cheque made payable to 'ANZA'.
 - Credit Card incurs an additional 3% charge.
 - Full payment must be made 14 days from date of invoice.
 - Overseas advertisers shall deposit money directly into our account, please contact accounts@anza.org.sg for the details
- Note: Advertiser must pay any bank transfer fees.

TERMS AND CONDITIONS

- Cancellations must be made in writing no less than two weeks prior to uplift date.
- If cancellation is received after the uplift date, full charges will be incurred.
- ANZA reserves the right to withdraw advertising from the website if payment terms are not met.
- ANZA reserves the right to withdraw advertising if it is seen to be unfit for purpose
- No volume discounts apply.

- I have read and agree with the conditions outlined in the ANZA Website Advertising Pack.
- I will notify ANZA of any cancellations or changes, in writing, two weeks prior to uplift date.

Single Bookings : I will pay monthly for my booking under ANZA Website payment terms and conditions.

Block Booking : I will pay in advance for my series booking under ANZA Website payment terms and conditions.

Master Card Visa Card number Expiry Date: _____

Name of card holder: _____

Signature: _____ Date: _____

 Please remember to sign